# Scott Galloway discusses the future of AI and consumer behaviour at Convening Leaders 2025



During the recent convening of industry leaders, Scott Galloway took to the Main Stage on Sunday night to share his insights on the evolving landscape of business, marketing, and technology. The event, which marked the launch of Convening Leaders 2025, drew significant attention as Galloway presented his forecast, emphasising the burgeoning role of artificial intelligence (AI) in shaping consumer behaviour and business strategies.

Galloway, known for his dynamic speaking style, devoted a substantial portion of his 30-minute presentation to AI, asserting that Meta is poised to emerge as the foremost AI company by 2025. He noted that nine out of ten internet users outside of China engage with Meta at least monthly, providing the company with vast quantities of unique human language data, which he claimed eclipses that of Google Search, Reddit, and Wikipedia combined. “When you look at the most data—the most petroleum if you will, the most fossil fuel—in addition to [having] the most processing and refining capacity,” Galloway remarked, Meta stands to leverage its resources effectively in an AI-dominated future.

Galloway further discussed the transformative potential of AI in consumer purchasing decisions, challenging common marketing assumptions. “The biggest mistake we make in marketing is believing that choice is a good thing,” he stated, arguing that instead of desiring more choices, consumers prefer confidence in their selections and fewer options overall.

The speaker highlighted TikTok as an illustration of this trend, labelling it as “Netflix plus AI.” He cited a recent SAP Concur survey revealing that 95 percent of business travellers expressed a willingness to utilise AI in their travel bookings, demonstrating the growing trust in AI-driven solutions among consumers.

In his predictions for 2025, Galloway spotlighted YouTube as a critical platform, suggesting its potential to become the largest distribution medium for podcasts, which he identified as “the media of 2025.” He referenced the pivotal moment in 2024 when Joe Rogan hosted then President-Elect Donald J. Trump, a podcast episode that attracted almost 40 million views in just three days. Galloway noted the dramatic increase in podcast listenership, pointing out that “about half the U.S. population listened to a podcast in the last month vs. less than 10 percent about 15 years ago,” illustrating the medium’s rapid growth.

In addition to his insights on technology and media, Galloway is an accomplished entrepreneur and the author of several bestselling books, including "The Four" and "Adrift: America in 100 Charts." He has also contributed to various podcasts and launched several businesses, showcasing his extensive experience in the digital landscape.

Towards the conclusion of his address, Galloway raised concerns about the implications of social media on mental health, particularly among younger demographics. He called upon men in the audience to mentor young individuals who may be experiencing loneliness and mental health challenges, highlighting the importance of human connection in an increasingly digital world.

The event was organised in partnership with New Orleans & Company and the New Orleans Ernest N. Morial Convention Center, reflecting an ongoing commitment to fostering dialogue and innovation in the business community.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://conveningleaders.org/go-beyond-your-orbit-scott-galloway-2025/> - Corroborates Scott Galloway's keynote at Convening Leaders 2025, his predictions for the business landscape, and the focus on AI, work evolution, and digital innovation.
2. <https://www.pcma.org/cl25-main-stage-speaker-scott-galloway-whats-ahead-2025/> - Supports Galloway's predictions on AI's impact on consumer behavior, travel advice, and the role of platforms like TikTok and Meta.
3. <https://www.pcma.org/content_event/2025-convening-leaders/> - Provides details on the Convening Leaders 2025 event, including Galloway's session and the emphasis on AI and travel.
4. <https://conveningleaders.org/go-beyond-your-orbit-scott-galloway-2025/> - Confirms the event's organization in partnership with New Orleans & Company and the New Orleans Ernest N. Morial Convention Center.
5. <https://www.pcma.org/cl25-main-stage-speaker-scott-galloway-whats-ahead-2025/> - Supports the statistic that 95 percent of business travelers are willing to use AI for travel bookings, as per the SAP Concur survey.
6. <https://www.pcma.org/cl25-main-stage-speaker-scott-galloway-whats-ahead-2025/> - Highlights Galloway's argument that consumers prefer fewer options and more confidence in their selections, using TikTok as an example.
7. <https://conveningleaders.org/go-beyond-your-orbit-scott-galloway-2025/> - Details Galloway's dynamic speaking style and his call to action for leaders to rethink their strategies and capitalize on future opportunities.
8. <https://www.pcma.org/content_event/2025-convening-leaders/> - Mentions the event's focus on fostering dialogue and innovation in the business community, aligning with Galloway's themes.
9. <https://www.pcma.org/cl25-main-stage-speaker-scott-galloway-whats-ahead-2025/> - Discusses Galloway's prediction about YouTube becoming a major platform for podcast distribution and the growth of podcast listenership.
10. <https://conveningleaders.org/go-beyond-your-orbit-scott-galloway-2025/> - Confirms Galloway's background as an author, podcaster, and entrepreneur, and his contributions to various digital ventures.
11. <https://www.pcma.org/cl25-main-stage-speaker-scott-galloway-whats-ahead-2025/> - Supports Galloway's concerns about social media's impact on mental health and his call for human connection in a digital world.
12. <https://www.pcma.org/scott-galloway-tees-up-his-2025-predictions/> - Please view link - unable to able to access data